



	InSem Examination-II Summer 2024		
	Exam Seat No.:		
	Academic Year: 2023-2024	Semester: II	
	Name of Programme: FYMBA	Pattern: 2022	
	Name of Course: Business Communication- II	Course Code: MBA22212	
	Max. Marks: 30	Duration: 1 hr	

	<p><b>Instructions:</b> Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.</p> <ol style="list-style-type: none"><li>1. This question paper contains __1__ page(s).</li><li>2. Answer to each new question is to be started on a new page.</li><li>3. Assume suitable data wherever required, but justify it.</li><li>4. Draw the neat labelled diagrams, wherever necessary.</li><li>5. The last column indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.</li><li>6. Solve (a) or (b) and (c) or (d) from Q. No. 1 and 2</li></ol>	
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**Question No. 1 Attempt following Question**

- a) What are the types of formal communication? (5) CO1

**OR**

- b) What are the types of written communication? (5) CO1

- c) Explain the advantages and disadvantages of business communication? (10) CO1

**OR**

- d) Illustrate the Bloom's Taxonomy of learning? (10) CO1

**Question No. 2 Attempt following Question**

- a) What is the writing style / tone of written communication? (5) CO2

**OR**

- b) Draft a format of business communication letter? (5) CO2

- c) Summarize the rules of good communication? (10) CO2

**OR**

- d) Describe how to develop a logical paragraph in written communication? (10) CO2

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